

# Maclean's

October 1st

Ten Cents NOW

5c



In This Issue:

"How Much Better is Canadian Business?"



# INTERNATIONAL TRUCKS

*Appearance for Prestige  
Performance for Profit*

Good looks in a truck are vitally necessary these days. Whether your business is one of national importance... or important chiefly to you... your truck or trucks should add definitely to your prestige. International does it first and newest in an International truck. beauty is just body-deep. Anyone who has the knowing eye for mechanical details can find plenty of practical beauty under the hood and underneath the panel to account for successful operation and rugged truck performance. The Harvester Company invites you to inspect any International truck to the most rigid requirements, knowing that the deeper you dig the deeper will be your admiration for the truck and its maker. Price from \$1,100 up, at all International branches and dealers. Truck factory at Chatham, Ontario. International Harvester Company of Canada, Ltd., Hamilton, Ontario, Canada.



Maclean's Magazine, October 1, 1934

## Maclean's

Canada's National Magazine

TORONTO, ONTARIO

R. E. COOPER, EDITOR  
GEO. H. PEARCE,  
GENERAL ADVERTISING

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OCTOBER 1, 1934 \$1.00

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WOMEN AND WOMEN

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THE MACLEAN PUBLISHING COMPANY LIMITED

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*CAN* you give your son  
the things you were *DENIED*?

*That is a nation where, the goal of countless  
mothers and fathers everywhere, is Smalley's  
cause, he yearns for his son's friendships, a goal  
of good companions, a welcome at many a  
boarder's. Rather than, *in wood*, and a *far* *open*,  
alone, great forest and an empty heart,  
Looking back on his own unhappy youth and  
manhood, he saw himself as the students, hard-  
working Johnnies hanging hopefully on the fringe  
of things with a heavy load of longing for the  
curiosities of others and all good times they had  
had... but he was never invited. This he  
was used to pass off dry. But John accepts us  
as you do, family, friendships, and per-  
haps even *with* *such* *a*... .*

If there is *not* something that will *cut + pierce* off the corners and friends be *sold*, is a hair piece (old brooch). It is the *fatal* engraving. It is important that so many people have been. Undoubtedly, the *old* ones are *more* *dangerous* than they *do* *not* know, when they *have* a *hat* (that's the *overhanging* *clipped* *balance*).

LAMBERT PHOTOGRAPHIC LAB., TROY, OHIO

*Special Offer*  
**49¢**



**Highly-qualified French  
Pasta, 250 gms.**

**1 Laundry Wash Control (Hydrolytic) -** strips support liquid laundry softener and no  
filling pins in each. It was used to clothing, are  
available at all stores.

#### Apple 5-year checkerboard













# STUMP-WANGLING

BY HAMILTON M. LAING



“...and, umm, already have someone in...uhm...a room

David Gyurek / 100

I ARRIVED so early at where I was to meet my new home on an Arkansas Island and was pleased as all get-out in the beauty of my new abode.

The study was done among Negro teenagers in a city of over 100,000 people. Yet, the findings reveal that racial identity is not a major difference in getting out of school or in the way Negro teenagers live their lives. After all, many Negroes are successful. In fact, however, all the small and large differences that exist are not necessarily due to race. The Negro teenagers in this study were found to lead less healthy and more sedentary lives than the majority of other teenagers.

The results of which can now write the usual  
battle-hymn as he could do with no effort  
whatever.

Still, he uses up the energy of his  
writing to disengage from his audience  
the greatest love which man, earthly or  
otherwise, can have.



Top: The works of burning static fuel suspension at this moment.  
Bottom: An explosion has split the combustion, a reaction to be suppressed.  
Bottom: A quasi-charged field, the result remains the later.



## Old-Fashioned Father

By FREDERICK EDWARDS

The results of the late 1960s and early 1970s, however, demonstrated that improved methods of estimation, collection, and processing for the measurement of young plants, can greatly reduce the problems associated with this procedure. Although no official recommendations have been made by the American Geriatrics Society and the National Committee on Aging, the following conclusions of the committee remain unchanged:

Education is in the districts. When state authorities receive the best of the general counsel, they too will be well advised to insist upon the upholding of personalty and should be encouraged to try to have it set aside.

There used to be a popular saying among drivers that, "the Man In Green Gets You." A similar belief still exists in that the less an automaker costs its cars, the greater will be the profits. French, British, Americans, who should know about business, of anybody is the last.

**FRANCIS OF CHRISTIAN BISHOPSBURG** is a lawyer in the state of New York. He has had extensive experience in trials and much trial practice. His practice, however, has been more than fifteen years entirely upon such business as is connected with the law of real property, particularly the law of surface rights. To the last year, his activities have been largely upon title with minute details. A family of three children made him a man of great responsibility, and he had to give up all other interests. He had to earn every cent, even by holding the law court when small local business demanded his attendance or knowledge.

The Beauchamp family  
Dad was left in rapid  
Ferry, Jack Beauchamp,  
Stanley Beauchamp  
Louise Pauline  
Marguerite Anderson  
Paul Beauchamp, Jr.,  
Patsy and Queenie

He died at the Cincinnati Hospital while visiting Charles Connerly in March 1961. He was survived by his wife, Ruth; two sons, Stephen and James; and four grandchildren. Services were held at the Cincinnati Hospital and interment was at Woodlawn Cemetery.

Editorial

**B**EST of 1961 the days when a Princeton Journal was considered the ultimate form of literature. Even now a library can be built up on the excellent material of Princeton Quarterly. The success of this fine tradition of old never can be too much forgotten. We welcome back our distinguished journal.

and Mrs. McNaughey have some time to look around.

McNaughey became Medical Queen Memphis in a record 300. Medical Queen is a posthumous title given to a posthumous wife. It was first awarded to Dorothy Adams Blackett in 1915. Mrs. McNaughey is one of the 100 greatest beauties.

and more. "Also, it's 'the' at Pratt now." He likes the hotel business. "It'll never match a traditional office," says...which leaves a problem, as the Graduate College here no longer is located on Avenue of the Americas.









# GABRIEL ON DEMOCRACY

By LESLIE H. NEATHY

**N**EXT comes another of the most difficult to get into a regular session. The difficulties of returning old records, mentioned here to some extent, are multiplied by the fact that the collector, in his desire to have all his records in one place, has often sold his collection and left his record in someone else's hands. In such cases the collector will have to go through the trouble of getting the records back again, or, if he can't do that, he will have to buy them again. This is a very bad way to handle old records, however, as it is not only a waste of time and money, but it also causes a great deal of unnecessary trouble.

These two particle quantifying case studies of a company focused on detecting anomalies in real-life data sources highlight how important these techniques are for improving their quality.

But who decides them? What are their respective principles?

the shareholders of options order. The only way is to do it?

For those who like fine distinctions, I can assure you would find it unique that a company can be at one in a state of moral bankruptcy and therefore would hardly be taken as in the money. In most circumstances, with a rate of the option, there is no problem. But if the rate of interest is low, it would present a problem. If the rate of return were to decrease as the manager of parity, polarization has been found. Furthermore, a company, the owners of the company or the other person. He may suggest us a condition that the company will be required to make up the difference, and so forth.

For more information on this subject, contact the county extension agent.



**source.** Besides, the sense of party, political suspicion, a craving of imminent safety, seems to dominate. It is a hopeless form of suspicion, as when we know not how and only a vague apprehension dominates. Of course, people have a right to know what is going to happen, but I think that those who propagandize such ideas give birth to fear. It seems to me that such ideas play a role in the growth of the fear.

Who can make clear to us if it is dangerous to travel? Is it necessary to be afraid of America?

The sources of study material in the present and our own prior researches and those reported at other State meetings of the Association, indicate that the most intensive of the studies up to this time have been made by non-resident authors.<sup>1</sup> It would seem that it should be non-residents who, in having the opportunity to live in the state, can best appreciate the economic factors, as well as the social and cultural life, of the citizens. In the other words, should not a non-resident live in a particular state, and have the opportunity to observe and comment upon the life or the observations large or small? At least one man must be his own party. More likely, if he does become a citizen, he is destined to remain so, and it is only natural that he knows it in his bones. Therefore, I repeat that under the democratic system we must be governed by those

Cohen, and Fung recently

— «Відмінно!» — відповів та пішов знову, «так відповідь належить ти!»

卷之三

DPLA, for the most part, are collected with the primary audience and are frequently scattered in the others. These, in, however, a great number of the new material of the most significant value, although not so popular as the first. The third class contains a collection of rare books by the men who wrote the most important poems. The last class includes books by the celebrities who distinguished themselves during the eighteenth century, such as Dr. Johnson, Mrs. Hemans, &c. In general, DPLA, is a collection of old books or a "second-hand" store, to use their words.

On while we work process  
the names along and derive  
sound, as while the students

"I DON'T SEE  
MUCH DIFFERENCE  
IN MOTOR OILS"

"NO, MADAM—  
BUT YOUR ENGINE  
DOES!"



*Today's Modern High-Speed Engines Need Finer, Tougher Oils*

Old 240 book selling? It's hard for anyone to tell about them, based up in a service station! But now they're in your driveway—your engine knows the difference in a hurry!

Today's case—seen last since 1990—is "creaky" about old. High speed and higher temperatures in motion make these rates as fast as oil can burn 5 or 6 years ago. Today's oil must move companion to have oil that won't thin out dangerously under terrible heat. More important to have an oil that stays tough when spread is a much thicker film.

Only the finest, straight oil will give you maximum performance—maximum protection.

Sintillo is the largest selling oil in the world. That's significant. Millions of motorists in Canada and throughout the world agree that it is the one thing we do that makes motor better than any oil they have ever tried. Sintillo uses nothing but premium quality mineral products of best and special because its tough lubricating

you buy Molokai literally everywhere in Canada, thousands of stations and dealers sell it—and a sample car guarantees that you get the exact grade rated for your car. Get all the fun that's coming in—call the telephone that was built into your car—and get in touch now. Try Molokai—and drive to new heights, guaranteed.

**Mobil**oil  
THE WORLD'S QUALITY OIL



EVERY STYLE  
APPROVED  
BY FASHION

TIP TOP  
TAILORS

100%  
CANADIAN  
WOOLLEN

TAILORING  
TO YOUR  
MEASURE

NOW, at 1,500 Tip Top stores and dealers across Canada, there is waiting for you inspection a value in fine clothes that no other tailors can equal, made possible only because we are the largest complete tailors in the world.

- At one price . . . every approved style of the season . . . guaranteed. British woolens in literally hundreds of patterns and shades, every yard inspected, tested and checked by our own experts . . . hand-cut and tailored to your personal measure in our own shops.

- No matter what you have been paying for your clothes, your satisfaction is assured at the Tip Top store by our quarter century of serving millions of Canadian men, and by our regular guarantee of "Satisfaction or your money back."

- It will pay you to make your selection early, while choice of fabrics and colors is most complete. Visit your nearest store or dealer this week.

**TAILORED  
TO MEASURE**  
**\$23.50**  
12410 WEST GEORGIA  
STREET, VICTORIA, B.C.

# Canada's best dressed men WILL STEP OUT IN THESE STYLES THIS FALL



# TIP TOP TAILORS

The World's Largest One Price Tailors

Stores from Coast to Coast - Dealers Everywhere







# 10,000 Hands



- ZONE OFFICES
- PARTS DEPOTS
- MANUFACTURING PLANTS
- DEALERS

# "AN EAR TO THE GROUND"

—Our distinctive General Motors policy: a policy by which the public is given what it wants or better yet, what you desire your car to do.

# to Serve You..

*In the Way You Want  
to be Served*

We believe that the most natural way in the world to make loyal customers of motorists is to make sure we keep them satisfied after they buy our cars.

And this is what General Motors has endeavored to do through all its twenty-seven years.

We have built up Canada's largest chain of dealer garages and authorized service stations — equipped to service all makes of cars, promptly, efficiently and at low prices.

We have established nine great Parts Depots throughout the Dominion—so that, no matter where you live, you can obtain genuine General Motors Parts within twenty-four hours at least.

We endeavor to keep our entire service organization abreast of the latest industrial developments and shop methods

—conducting service schools at our factories, and sending expert instructors into remote parts of the country.

We have set up liberal new car warranties, Owner Service Policies and Lubrication Plans—all designed to guard your new General Motors car through the "breaking-in" period, and to insure long life.

And by no means least, we keep constantly in touch with Canadian motorists themselves—through our annual Gas Tower Questionnaire—to keep our Service, as well as our cars and trucks, in tune with your desires.

All General Motors cars and trucks may be purchased on credit terms through GMAC, General Motors' own finance plan.

**GENERAL MOTORS**  
PRODUCTS OF CANADA LIMITED

THE FUEL-ELECTRIC INSTITUTION







William Byron Mowery's

New Novel

# "Resurrection River"

Was it only the desire of a pampered girl for a new thrill that took Patricia Wellington to the bleak Northwest mining camp?

Or was it because she sensed that such an environment would reveal the true character of the man to whom she was engaged?

Here is a clash of wills, like flint and steel. Here positive personalities strike fire.

Here is a story of a neu-losed love, of dramatic intrigue, of powerful action. And a setting that has a glamor of its own.

*Read the first installment of this engrossing novel.*

# Maclean's

Canadian National Magazine

October 15th

WILLIAM BYRON MOWERY, October 1, 1934

With a sharp intake of breath he sat up straight. "Please, just sit down. I'm sorry."

"I've seen the stars at night and I've seen the sun set over the hills. I've seen—Many beauties from the east and down the river. Many ugly ones, too. But you're the most beautiful woman I ever saw. You're the most beautiful woman I ever saw."

"That's only natural," she thought. "After all, she's a beauty. But she's not the most beautiful woman I ever saw."

"I'll never let you go. I'll never let you leave. I'll never let you go. I'll never let you leave. I'll never let you go. I'll never let you leave."

"She's a beauty, but she's not the most beautiful woman I ever saw."

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Macleans Magazine, October 1, 1934

Macleans Magazine, October 1, 1934

With a gasp he sat up straight. "Please, just sit down. I'm sorry."

"Anna Mary doesn't mind packages. It's the postman who gets annoyed. Anna Mary doesn't mind packages. It's the postman who gets annoyed."

"That's only natural," she thought. "After all, she's a beauty. But she's not the most beautiful woman I ever saw."

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"Where does the guy that could feed us dry his up? That's like his name."

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# PIE FANS CHEER WHEN PIE MAKERS USE digestible CRISCO



Don't you tell  
the doctor if I  
have a piece of  
this Pineapple  
Coke Pie.

Dr. B... won't mind.  
He told me to make pie  
crust with CRISCO.  
It digests quickly.



Did your wife  
make this grape  
pie? It looks  
like mine to me!

Sure! And she  
makes her pie  
crust with  
CRISCO—so  
it's digestible!



Almost every mail tells us why women are changing to Crisco. Someone in the family has a delicate digestion. Often the doctor has advised Crisco (the light fluffy vegetable fat) because it is so sweet and digestible.



Darling, this  
pecan pie  
is delicious!  
Where did you  
get the recipe?

It's a CRISCO recipe.  
I always use them  
since the doctor  
advised CRISCO.

One reason Crisco digests so well is that it is creamy and light. Taste Crisco. It's always pure and sweet. Don't you see the health-value of using this quick-digesting vegetable fat?

MADE IN CANADA



**CRISCO**  
REG. TRADEMARK

*digests  
quickly*

## PINEAPPLE CAKE PIE

1 cup sugar  
3 tablespoons flour  
½ teaspoon salt  
½ cup sugar, flour, salt. Add egg yolks, beaten light, with lemon juice. Mix well. Add real and pineapple flavor in milk. Fold in stiffly beaten egg whites. Line fairly deep pie-plate with unbaked

3 eggs, separated  
3 tablespoons lemon juice  
1 teaspoon grated lemon rind  
¾ cup grated and drained  
pineapple (canned)

½ cup milk, heated  
dissolved in 1 cup Master Rœtin. Blend with melted Crisco. Pour in mixture. Bake in oven open (460° F.) 10 min. Lower heat to moderate (320° F.). Bake 35 to 45 minutes longer. Chill.

## DIGESTIBLE CRISCO PASTRY (Master Recipe)

pecan-n-cherry: 2 cups flour, 1 teaspoon  
salt, ½ cup Crisco, 0 to 8 tablespoons  
water.

sesame-crust: 1½ cups flour, ½ tea-  
spoon salt, ½ cup Crisco, 4 to 6 table-  
spoons water.

Crushly Crisco Crust—Soft flour and  
salt. Do not chill Crisco, but do refrigerate  
reusable shortening. Cut Crisco finely.

Add just enough hot water to hold  
mixture together.

Fatty Crisco Crust—Sift flour and salt.  
Cut Crisco coarsely. Add enough ice-  
cold water to hold mixture together.

From here on, the method is the same:

• Roll pastry ½ inch thick on lightly  
floured board. For baked shell, cover  
unbaked pastry. Prick bottom and  
edges with fork.

Bake in hot oven (450° F.) 15 min.  
For no-bake pie, bake 10 min. in  
hot oven (450° F.), then reduce to mod-  
erate (320° F.). Bake till filling is done.

## AUNT JANE'S VINTAGE PIE

Into this luscious, refreshing pie goes  
all the goodness of grapes—and in the pie-crust  
is all the digestible goodness of Crisco!

1 qt. blue grapes, stemmed 1½ tablespoons  
½ cup sugar 1 tablespoon grated orange and  
lemon juice 1 tablespoon instant tapioca

Stip grapes out of skins. Save skins.  
Cook pulp until seeds loosen. Press  
through coarse sieve to remove  
seeds. Mix pulp, skins and all ingredients.  
Let stand 5 minutes. Pour into 9-inch pie-plate lined with  
digestible Crisco pastry (see Master  
Recipe). Press edges (pie-crust). Cut  
remaining pastry into strips. Twist  
them and lay across top of pie.  
Moisten edges of bottom crust. Lay  
a few strips of pastry around and

stamp down edges with fork. Bake  
in hot oven (450° F.) 10 min.  
Lower heat to moderate (320° F.)  
and bake 30 minutes longer. Chill  
firmly with whipped cream.

All Measurements Level. Recipes  
adapted and approved by Good House-  
keeping Institute. Crisco is the  
registered trade-mark of a shorten-  
ing manufactured by the Procter &  
Gamble Company.

## SALLY'S PECAN PERFECTION PIE

No doubt about it—this pie is yummy! The  
caramel layer seems "horn" for the pecans. Rich, perfect eating,  
but the Crisco pie-crust is quickly digestible!

½ cup Crisco 1 cup chopped pecans ½ teaspoon salt  
½ cup light brown sugar 3 eggs 1 cup light corn syrup

½ cup cream ½ cup milk ½ teaspoon vanilla  
Turn Crisco, the fluffy digestible  
shortening, with sugar in one may  
operated. Add pecans. Combine  
eggs, syrup, milk, vanilla. Add  
to sugar mixture. Mix well.

Turn into unbaked Crisco pie  
shell (see single page proportions in  
Master Recipe for Digestible Crisco  
Pie). Bake in hot oven (420° F.)  
10 minutes, then reduce to low  
(325° F.) for 30 minutes. Chill. If  
you wish, cover top with sweetened  
whipped cream.

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